



Media Release

5 November 2020

CROSS-TENURE RESEARCH PARTNERSHIP TO PLAN FOR THE VISITORS OF THE FUTURE

Tourism in NSW far-north east is set to be revitalised as [NSW National Parks and Wildlife Service](#) (NPWS) kicks off a collaborative research project with [Southern Cross University](#), [Kyogle Council](#), [Tenterfield Shire Council](#) and [NSW Forestry Corp](#) to develop an informed vision for the future of tourism in the region.

NPWS Richmond River Area Manager Damien Hofmeyer said the purpose of the project was to look at tourism offerings in the Kyogle Council and Tenterfield Shire Council areas holistically in order to understand what tourists love about the region and where the cross-tenure opportunities are to attract new visitors.

"This research project is important as it will help us to fully understand the tourism potential of the region and raise our profile within the domestic tourism market, especially as we face the economic impacts of COVID-19," said Mr Hofmeyer.

"This integrated approach will enable us to make informed decisions about where and how to provide visitor experiences which attract and educate visitors and celebrate the unique natural and cultural heritage of our region.

"By working together across our different tenures, we're confident we will be able to deliver the best outcome, not only for visitors, but for the residents, local businesses and Native Title holders in the region," said Mr Hofmeyer.

Southern Cross University project lead Dr Pascal Scherrer said the project would gather data on current and potential future tourism and recreation offerings and visitation to the region.

"This project furthers previous research in its focus on future demand, and what tourism offerings future visitors will be seeking in the project area," said Dr Scherrer.

"We've also already begun examining the immediate and longer-term impacts of the COVID-19 pandemic on the tourism and recreation profiles in the region.

"At the conclusion of the project, NPWS, Kyogle Council, Tenterfield Shire Council and NSW Forestry Corp should have the information they need to provide visitors and locals with enhanced opportunities to experience this undervalued destination," said Dr Scherrer.

The project is due for completion in early 2021. The outcomes of the project will inform future investment decisions by NPWS, Tenterfield Shire and Kyogle councils.

Individuals or organisations with an interest in the visitor economy of the Kyogle Council or Tenterfield Shire Council are encouraged to share their perspectives with the project team. Contact visitorsofthefuture@scu.edu.au for more information.

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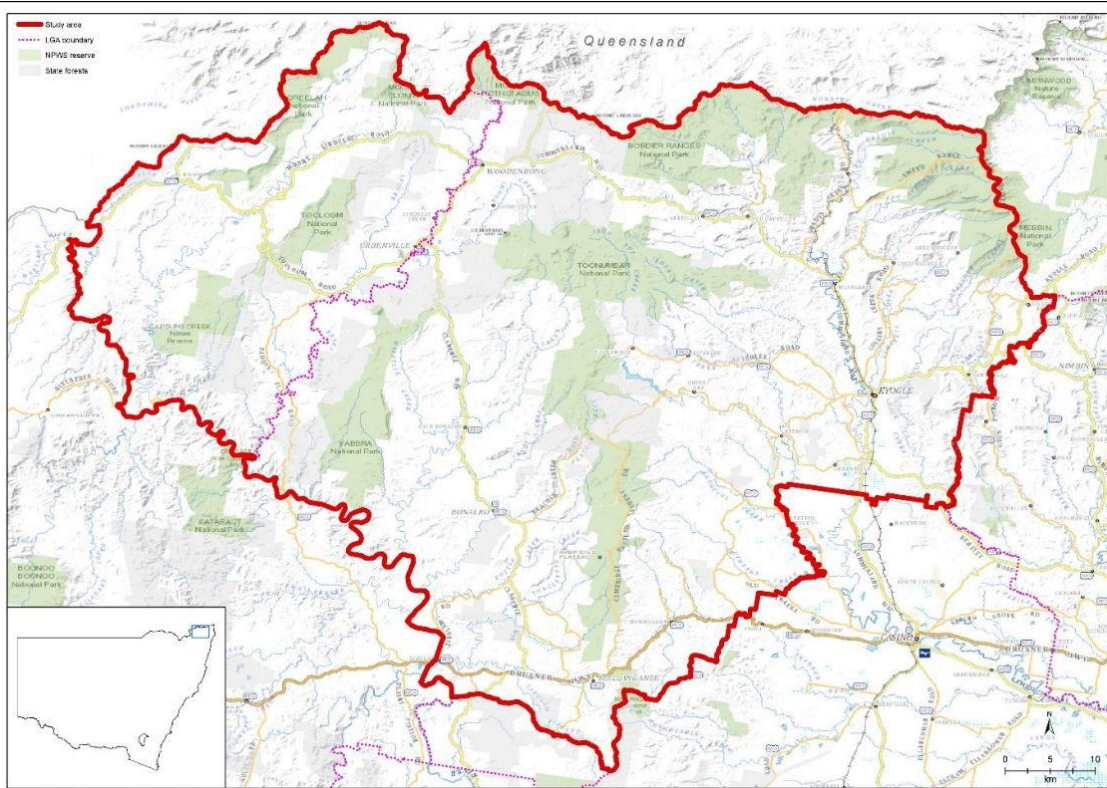


Image – Research Area

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